

POTTERY & GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK



Grand Prix, Paris, 1889

Highest Awards

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San Francisco . . 1894
Atlanta . . . 1895
St. Louis . . . 1904
Copenhagen
Paris



TRADE MARK

Two Grand Prix, Paris, 1900

Two Gold Medals.

Paris . . . 1900

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Copenhagen
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Is stamped under each piece
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FRENCH LINE STRS.
BELLEVUE-STRATFORD
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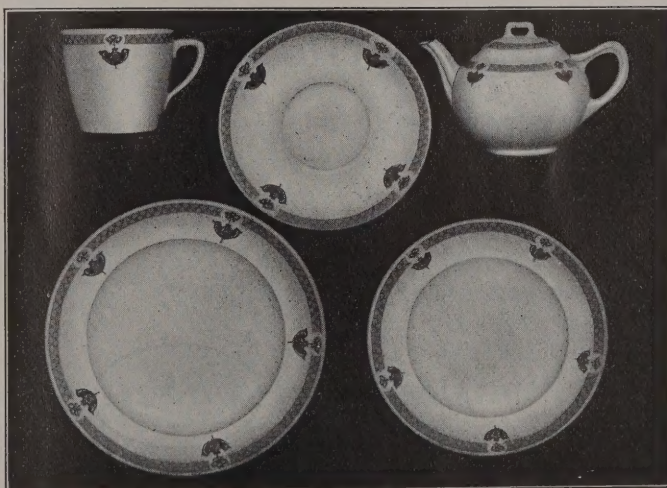


Table Service, Ritz-Carlton Hotels

ESTABLISHED 1818

TO be able to say to a customer "Of course *you* know that the finest cut glass in the world is *Libbey* Cut Glass."

¶ To be able to say it and to know that he or she will admit it and believe it.

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ON EVERY PIECE

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LIBBEY GLASS CO, TOLEDO OHIO.

POTTERY & GLASS

VOLUME X. No. 3.

NEW YORK, MARCH, 1913.

TERMS: \$2.00 per year in advance.
25 cents per copy.

Why English China Differs From French

COMPOSITION OF BODY, GLAZES, AND REQUIREMENTS OF FIRING DETERMINE MOSTLY THE DIFFERENCE BETWEEN THE WARES OF THESE TWO COUNTRIES.

BY CHARLES F. BINNS.

THERE are certain questions which seem to rise readily to the lips of almost every person who talks about china and which at the same time are not answered very easily. Some often cannot be answered without more or less qualification—for instance, "Why is china not made in America?" It is not sufficient to say "It is made," because the production is not large enough to make such an answer truthful in the large sense. Then, the fact that even a small quantity is made makes it difficult to explain why the manufacture has not assumed larger proportions.

We were asked, a short while ago, why English china is more expensive than French china. To give a complete answer one must discuss the nature of the materials used, the methods of manufacture, and so forth. English china is nearly all made from an established formula. There are, of course, slight variations in the recipes, but the changes produced by the use of different brands of clay and by the processes of preparation are probably greater than any visible change in mixtures. There are also differences in fire and glaze which account for a good deal of the variety. In general, English china contains Bone Ash or Calcined Bone 40 per cent., China clay 32 per cent, and Cornwall Stone 28 per cent. Flint is used rarely and Ball clay scarcely ever. The former will incline towards a melting of the body, the latter spoils the color. The most expensive ingredient is bone ash. China clay and stone are less than half as costly, but even so, the expense of the body is considerable. There is also a good deal of loss in manufacture. A body constituted as this is will be extremely weak before burning and must be handled with the greatest care. Notwithstanding the fact that the workers acquire great skill, many pieces get broken before burning. A good many more become so strained as to develop tiny cracks which are not discovered until the piece has

been fired. It is then found that the crack has opened and the cup or plate is, of course, useless.

English china undergoes the most severe fire in the biscuit condition. The pieces must be carefully set, either on beds shaped in ground flint, or with supports, to prevent distortion. This setting or placing needs skilled labor and adds to the cost of the ware. China, containing bone ash, is rather susceptible to over-fire. Bone is largely composed of phosphate of lime and any excess of heat will cause the silica in the Cornwall stone to attack the lime, thus setting free phosphoric acid. As this reaction takes place only at the maximum heat, at which point the body is soft and flexible, the result is a swelling or bloating of the ware. The center of the mass becomes cellular in structure and the escaping phosphorus can even be perceived by smell.

French china consists of china clay, feldspar, and flint, the proportions ranging from 50 to 30 per cent. clay, 15 to 25 per cent. feldspar and 25 to 40 per cent. flint. Sometimes a rock resembling Cornwall stone is used as the source of feldspar, but this does not change the ultimate composition of the body. The clay as made up for use is slightly more plastic than the English china body, but it must be worked with great skill because the French method of burning does not permit the use of supports or props. The French plan, which is in general use on the European continent as well as in the East, is to burn the clay to the biscuit condition at a very low heat. Sometimes little more than a good red is reached, just enough to expel the combined water and so to consolidate the clay. The ware in this condition is very porous and has undergone little or no contraction. It is dipped in the glaze and then subjected to a very severe fire, a good deal hotter than the English biscuit fire. At this high temperature the glaze fuses to a glassy mass. While hot this is quite viscous, so that any touch of

the surface will cause a permanent blemish. An examination of a piece of French or other European china will always reveal some point of contact by which support has been given during the fire. Often it is the foot of a cup or plate, but sometimes it is the rim of the cup, which has been burned upside down. This has the advantage of leaving the foot clean and well glazed, but the slightly roughened edge at the top must be covered with a gold line. The Japanese are very skillful in carrying out this plan. This manipulation is not necessary in the case of English china because a fusible glaze is used and the glaze fire is gentle enough to permit the use of triangles and other partial supports, which leave only trifling marks. Earthenware is freely upheld by pins and stilts, of which the marks can be easily found. Such marks would be out of the question on china so that different means must be used. The triangles mentioned are made of fireclay and are so arranged that three feet stand on a circle a little larger than the plate or saucer for which they are used. A plate is set on the bottom of the sagger, a triangle straddles the plate, then a second plate is set on the triangle and upon this a second triangle. In this manner a number of plates can be stacked up, each resting on a triangle, but touching nothing else. When these plates are taken from the kiln, there are three small marks on the foot where the triangle has touched, but these are easily rubbed smooth with a piece of hard stone. If French china were burned in this way not only would the triangles be liable to collapse on account of the heat, but the marks would have been deeply impressed in the clay. Owing to the fact that French china has not undergone the contraction on the first burning, provision must be made to carry it safely through this critical stage. Large pieces are set upon supports of unburned clay so that support and piece may shrink uniformly together.

The differences in treatment as regards burning involves great differences in the composition of the respective glazes. The English china glaze is a complicated mixture of which part is melted before use and part ground with the melted glass or fritt. The French glaze is a mixture of lime, feldspar, clay

and quartz ground fine and used without further preparation. The following is a typical English china glaze:

Fritt—Borax	150
Cornwall Stone	90
Flint	115
Whiting	48
China clay	19
Glaze—Fritt	314
Cornwall Stone	157
White Lead	118
Flint	34

A glaze for French china is something like this:

Feldspar	170
Whiting	70
China clay	48
Flint	120

Such a glaze would need a temperature of about 1400 centigrade for perfect fusion, while the English glaze would be clear and bright at about 1150 degrees.

In the matter of wear the English glaze is the more liable to scratch, but the English body is not so apt to split as the French. The French ware is harder in glaze and more resistant to blows, the English ware is softer in glaze and more resistant to temperature changes. These are little more than general statements, however, because resistance to blows or temperature changes are largely matters of shape and thickness.

In decoration, the English ware has a distinct advantage. The color of the china itself is a pleasing white and the glaze is soft enough to absorb the colors and to anchor the gold safely. The French glaze is so hard that colors, unless placed under the glaze, are always on the surface. They cannot sink into the hard glaze and must always remain harsh and rather unsympathetic.

As regards the possible future of wares like these in this country the outlook is favorable for china of the English type because the method of its production is already familiar to a great many American potters.

Have a system in every branch of your work where it is needed, but don't get tangled up in too much of it.



From the new line of the Royal Copenhagen Porcelain Works



View of china, glass and lamp department in store of L. Baumann & Co., New York.

China Department Pays if Featured Right

COMPARATIVELY few people realize the extensiveness of the china and glassware business transacted by the big furniture installment houses during the course of a year. The fact is, however, that the china and house-furnishing departments of these establishments are one of their most valuable assets. One of the largest organizations of this kind is Ludwig Baumann & Company, New York City, with a branch store in Newark, N. J. This firm in winding up their business for 1912 found that the sales and profits of their housefurnishing, china, glass and kindred lines exceeded those of any preceding year. While essentially a furniture, carpet and upholstery house, L. Baumann & Company have proved the practicability of combining such general lines of housefurnishings as pottery, china, glassware, stoves, heaters, silverware, cut-glass and ornamental porcelain with their business, and as a result; their January inventory showed that they had done a gross business in these wares of close to half a million dollars. Credit for the remarkable success of this department is given to Adolph Rosner, the house-furnishing buyer and manager, for it is through his systematic handling of his stock and practical business methods that this immense volume of business was made possible. In the china department, dinner ware is extensively displayed and shown in not less than forty different patterns in complete sets and open stock. Anything from a fifty-piece set of domestic dinner ware to the finest imported china and porcelains can be had. The great variance in the lines carried gives an idea of the vast field it is necessary to cover in order to keep abreast of the time and display the latest designs and ideas, always guarding

against over-stocking. The department is a well-arranged one and adjoins the summer and library furniture departments located on the street floor.

* * *

George B. Pratt, formerly manager of the china department at the Theodore Swan store, Elgin, Ill., has leased the premises at 57 Grove Avenue, that city, and embarked in the crockery and glassware business. Mr. Pratt enjoys a wide acquaintance throughout the city, having resided there for the past twenty years. The store was entirely remodeled and decorated and ranks with the leading stores in the city.

* * *

It is expected that the buildings now occupying the site of the proposed Baer-Kaufmann department store, Pittsburgh, Pa., will be razed during April and the work of construction will be immediately started with a view of having some of the building ready for occupancy before the Christmas busy season. It has been stated that the European buyers of the new concern are already abroad contracting for merchandise; the American merchandise, however, will be selected later in the year.

* * *

The contract for constructing the eastern wing of the Hudson's Bay new department store building in Vancouver, British Columbia, was recently awarded. The estimated cost of the entire building is \$2,500,000. The present contract of about \$900,000 is for an addition to the present store, and when completed the business will be transferred to the new portion of the building while the balance is being erected. The part covered by the present contract will be finished dur-

ing 1913 and the entire building ready for occupancy prior to the end of 1914. The store will cover an area 150 by 260 feet, will be 10 stories in height, and have 2 basement floors. It will be of steel and reinforced concrete throughout. The exterior will be faced with terra cotta with Corinthian columns at the window sections. It will have its own heating, lighting, and refrigerator system, obtaining water from artesian wells, and it is intended to make it a modern department store in every respect. A system of ventilation will be established by which fresh air will be drawn from the outside, passed through a filter and purifier, and then circulated through the building, the air having been previously heated or cooled according to the season of the year.

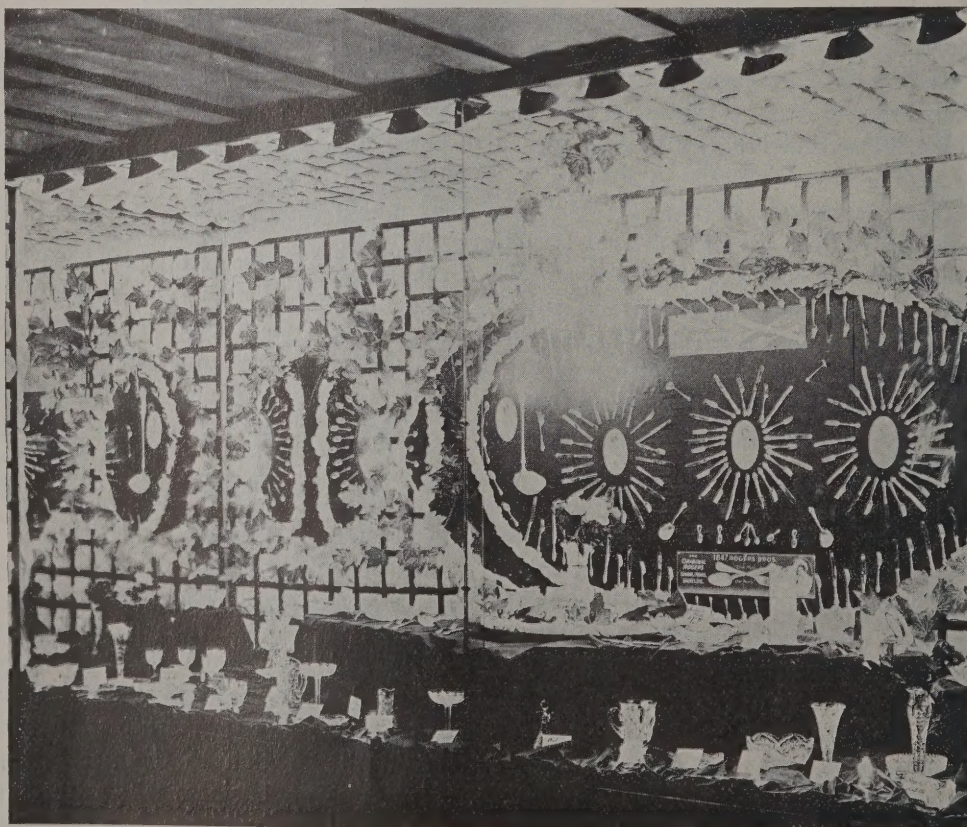
The Jens Lorenzen Crockery company, founded in

1857, and one of the pioneer business firms of Davenport, Iowa, has been sold to the Western China company. The transfer is said to involve \$40,000. The purchasers took possession on March first, the entire stock of the Lorenzen company being included in the transfer. The Western China company will move into the former Lorenzen store on the southeast corner of Third and Harrison streets, retaining part of the warehouse on Front and Scott streets, but consolidating practically all of its stock at the Third street site. The Jens Lorenzen Crockery company stock includes a complete line of china, crockery, glassware and house furnishings. W. H. Laverenz was president, Rudolph Tagge, vice president, and Otto Witt, secretary and treasurer. A. E. Harms is president of the Western China company which was formed 10 years ago.

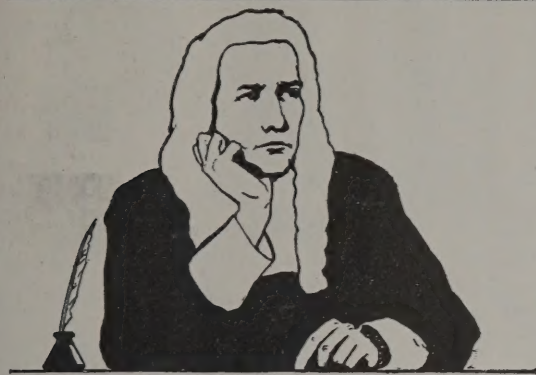
Quality Goods Attractively Displayed Draw Fine Trade

CATERING to the better class of trade, even in far-away Oklahoma, necessitates modern window dressing ideas and the accompanying illustration shows the effective manner in which C. B. Hunt, Jr., the advertising manager of W. & J. Pettee & Co., Oklahoma City, appeals to public through the medium of his display windows. The silverware was mounted on a background of black cloth which was placed against the back of the window. A second background covered with white cloth and blocked off with bright red strips was placed about two feet in front of the silver. This had three cut-out sections bordered with a wavy line of lights. These incandescent lights were all frosted, thereby doing away with the glaring light of the plain globe. Green leaves and clusters of hydrangeas added color to the scheme. A cut glass chandelier of seven lights was suspended from the ceiling and lighted the cut glass display. A small round revolving table was placed in the centre of the diamond-shaped stand and carried a border of thirty-six small lights and was set with sil-

ver and glassware table suggestions. This was kept in motion by a small concealed motor. The cut-outs were true with the silverware displays on the back of the window, but on account of taking the photograph on an angle do not show to an advantage. The window was brilliantly lighted and helped considerably to stimulate business in these lines.



High grade cut glass shown in conjunction with silverware in the store of W. & J. Pettee & Co., Oklahoma City, Okla.



Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

Written by Elton J. Buckley.

When Verbal Promises Have Induced the Making of Written Contracts

MANY a business man who made a contract in good faith, but who failed to see that all the terms of the agreement were incorporated in it, has been defeated in his effort to get what he considered justice by a well-known rule of law that once the parties to an agreement have put it in writing, no evidence can be given of what it was *supposed* to contain. I have never met a business man yet who could see any justice in this. If the written contract, where a dispute arises as to what has to be done under it or as to what it means, fails to clearly say what he intended it to say, or expected it to say, he invariably thinks he should be permitted to go into court and tell all about it. No rule of law, however, is more firmly settled, or more strictly enforced, than that this cannot be done. The rule is based on the theory that the parties talked the thing out before they put anything in writing, and that they are presumed to have put into it everything they wanted to say. This being true, the paper must speak for itself, and the court will say what it means. It is regarded as unsafe to allow the parties to say what it means, or what it was intended to mean, because written words are considered more reliable than human memory, or worse yet, than statements biased and made false by self-interest.

There is one phase of this law that I wish to talk especially about in this article. It may help some reader out of a difficulty.

The general rule is that a party to a contract will not be permitted to give verbal testimony which purports to vary, add to or contradict it. In some States, however, notably Pennsylvania, if a party to a contract can prove that something which should have been in it was omitted through the fraud of the other party, or by accident, or by the mutual mistake of both parties, evidence of that can be given, even though it changes the contract into an entirely different instrument.

In all States, however, it can be shown that a party to a written contract was induced to sign by reason of

an oral promise or agreement made by the other party, before the main agreement was signed and on the strength of which it was signed. This may vary the legal effect of the agreement very much, yet it is admitted because of the hardship which would follow its exclusion. Many a man signs an agreement on account of a promise made him by the other party first. It would be most unfair to allow the latter to break his promise and still hold his victim to the written agreement which the promise induced.

In a well-known case, directly in point, A induced B to sign a check in A's favor by promising that he would not present it for payment until a certain time, considerably later than the date. As soon as A got the check he presented it, but B heard about it and stopped payment. B then brought suit on the ground that the verbal promise was not binding, the contract being the written check. The court, however, decided against this contention, when A said the only reason he signed the check was because of B's promise to hold it for awhile.

I remember another case in which a merchant was induced by an insurance company to take out a policy on his life and to give a note for the premium. He did not want the policy at that time and only took it because the company agreed to take and hold the note. It insisted that "as a matter of form," it be made payable in sixty days, although it agreed not to ask for payment for six months.

When sixty days had passed the company tried to collect the note, but failed. It plead that the verbal promise to hold the note beyond its date, even if true, couldn't be offered in evidence, because it varied or contradicted the written agreement. Here also the court said no: the written promise had been induced by a prior verbal one (to hold the note so long) and as the maker of the obligation had sworn he would not have signed if it had not been for that, the company would have to stand by it.

In spite of this protection, however, it is taking a long chance to leave anything out of a contract which has been agreed to by the parties, and which is vital to

(Continued on page 20.)

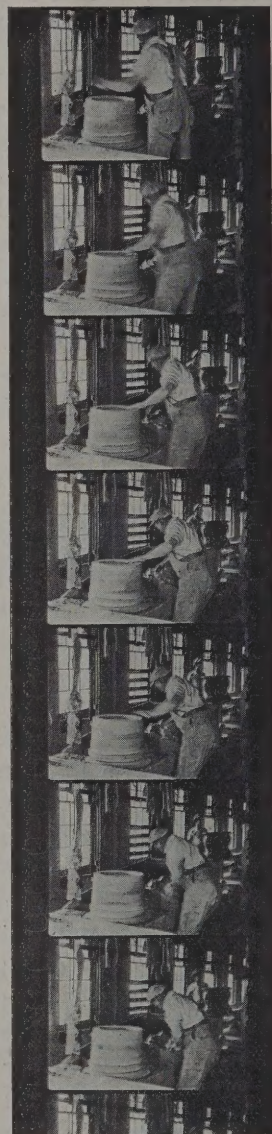
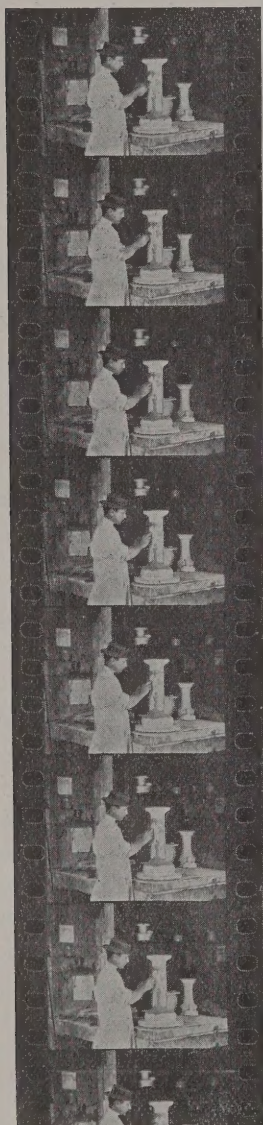


Making a Salesman out of the Moving Picture Film

THE MODERN METHOD OF EDUCATING THE MASSES AND CREATING MORE BUSINESS FOR THE RETAIL DEALER.

JAMES RICHARDSON, rechristened "Jimmie" by the trade, as a commercial traveler was termed a "cracker-jack" by his firm—he wasn't merely an order-taker, but an aggressive and result-getting salesman. His main asset was confidence, in himself and his line, so when he swung off the rear platform of the "W. B. & K." accommodation train at Mountain City, visions of two fat orders were uppermost in his mind. At the "Emporium" he learned that the boss and the manager were around at the "Bijou," and he marveled at the lack of business sense of these two men.

Down the street, at "Smith's Crockery Shop," he was greeted by a saleslady, who presumed Mr. Smith had gone to the "movies," "Jimmie" reasoned that it must be something extraordinary to draw these merchants away from their store on a busy afternoon, so, his curiosity aroused, he, too, visited the "Bijou." As he was ushered to a seat, "Making Domestic China and Pottery" was flashed before his startled vision. The film showed a mischievous youth in the act of breaking his fond parent's beautiful jardiniere, and her tearful wrath turned to sudden joy when she discovered the pottery trademark on the bottom. She immediately writes for information where she can find a duplicate, and the factory management advises her at which local store her vase can be replaced. The process of manufacture of the ware is then taken up from the clay mixing to the finished ware, and the film concludes with the dutiful son carrying home an exact duplicate of the piece he so wilfully broke. The trade-mark of the pottery plays a





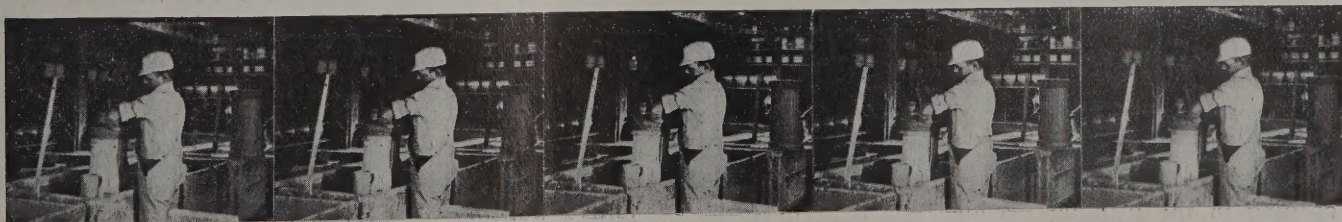
prominent part in the production, and is firmly fixed in the observer's mind after the film is run off.

The presence of the city's leading crockery men was made manifest to "Jimmie" Richardson when he realized the photo film was that of his nearest competitor. He couldn't sell his ware in that town since—even the clerks being filled up with talking and selling points on the advantage of his rival's line. "Bill" Smith, who carried the exhibited line, simply smiled as he gobbled up the orders—slipped the moving picture man a cigar for filling out his programme with his pottery reel, and went on his way rejoicing that his firm had adopted modern selling methods.

The day of the industrial and educational film has arrived. The United States has in the neighborhood of five millions of people who daily attend the "movies." Statistics show that there are at least twelve thousand picture theatres, dotting almost every important town and city in the country, and industrial films play an important part on the programme of each one. The former impossible phases of life, exaggerated comedy and tragedy, are no longer shown, thanks to the National Board of Censorship, and, as a result, the better class of people now patronize these shows.

The manufacture of pottery and glass is an extremely interesting subject, and the Royal Photo Film Company, of Columbus, Ohio, was the first to realize the importance of an accurate portrayal of its actual process of manufacture from an educational and advertising standpoint. We are indebted to them for the illustrations reproduced herewith showing sections of the films taken at the plant of the Brush-McCoy Pottery Company, Zanesville, Ohio.

From an educational side industrial films convey an idea of the many operations it is necessary for a piece of ware to pass through from the raw to the finished state. To the vast number of persons interested in the making and decoration of pottery these films will be particularly interesting. They will



create a desire for better things among the masses and their familiarity with the trade-mark will prove a big advantage to the merchant who carries the kind of goods asked for. Of the millions who daily attend these shows comparatively few know how the things they use ordinarily are made.

Then, again, the manufacturer can educate his selling force in the finer talking points by showing the reel, more especially so if the goods are too heavy to transport, are easily breakable, or require a large number of photographs to show the machine in operation. In the case of machinery or a fragile piece of glass the film shows it in the making, or what it does in actual operation. It would be almost impossible to take photographs of each feature, and if possible, consider the number and cost, as compared to the compactness and cost of the film reel.

There are two ways in which the manufacturer can utilize his film. The least expensive one is for the salesman to go to the motion picture theatre and arrange to have the film shown during the time he is in town—invariably the management will be only too pleased to add the extra number. Those merchants interested in the line can be readily induced to attend the show in company with the salesman. Another plan has recently been devised by the Royal Photo Film Company, which makes the film more valuable, as it brings the buyer and salesman into closer relation and enables the latter to talk while the film is being run off. This plan consists of a small portable machine, weighing about twenty pounds and equipped with corded wire that can be attached to an ordinary light socket and which draws about three to five amperes of electricity. This machine accommodates from 100 to 1,000 feet of film. The traveling man can take his customers to the hotel, pull down the blinds and have a show all of his own, day or night, throwing a picture three and a half by five feet. A manufacturer having a squad of men on the road could equip each with a reel and machine, there being no danger from fire and any one can operate the machine. Of course, the first cost of the film would be the most expensive, but after it has been made there is no limit to the number of positives or prints that can be made from the original negative.

Many people have the idea that the film upon which the first exposures are taken is the only one. This is a great mistake, as it would be impossible to use the first film in the projecting machine. The film is exposed, when made normally, at the rate of a foot a second, then developed, fixed, washed and dried and then printed on a similar strip of celluloid, coated with silver emulsion and called a positive film. The image is printed on this positive film in the dark room, where the celluloid strip is run through the machine past an opening in the printing machine which permits the light to shine through the negative film onto the posi-

tive film. This is called a print and can be repeated as many times as desired.

It is almost impossible to show much change of motion in the short strips illustrating this article, as it takes from 15 to 30 feet to show an operation, which averages about sixteen pictures to the foot and is the normal speed for taking pictures. Of course, lighting has considerable to do with the speed and some of the prints reproduced here were taken at the rate of four seconds to the foot or four times slower than they should have been made, and when the workmen are working rapidly it means in the projection that they work with a jerk. If the room is properly lighted the camera man can operate at the normal rate and this would mean four times the length of film used on slow exposures—that is, it would take from 50 to 60 feet of film to show the operation taken slowly on about 15 feet. The man who operates the machine in the theatre throws the pictures at the rate of 16 to the second, and if they are made slower or faster than the average speed it either increases or decreases the motion of the person in the picture.

The apparent flicker of the motion picture is a necessary evil and is caused by a rapidly revolving shutter between the film and the lenses. This shutter is so arranged that it comes across the source of light as each new exposure is coming in place, and were it not used each exposure would be followed by a streak, killing its value.

The motion picture film is an important adjunct to the pottery and glass manufacturing trade; its evolution has been remarkable and with constantly improving conditions its field is unlimited.

The Royal Photo Film Company are perfecting a lighting arrangement which will enable them to work at a higher rate of speed than would be necessary, and which will enable them to make as high as twenty-two pictures to the second.

As an advertising medium to reach the masses the motion picture ranks above them all.

NEW YORK TO SEE FINE CHINESE PORCELAIN

ONE of the most valuable, and also, one of the few remaining important private English collections of Chinese porcelain will shortly be seen on exhibition in New York City, where it will be sold. It is known as the George Davies Collection, Mr. Davies buying many of the pieces in China many years ago.

He was a great rival of the late Mr. Salting, with whom he often competed for precious pieces. His collection contains some 600 items, including what is said to be the finest known famille verte vase. It is ovoid in form, with a background of black, and decorated on either side with a large panel containing birds on flowering trees. Another example is probably the largest existing piece of reticulated porcelain of the early Kang-He period.

News from the Potteries

EAST LIVERPOOL, O.—The D. E. McNichol Pottery Company, who have agreed to take over the plant of the Warner-Keffer Company and operate it, are awaiting news from the Chamber of Commerce advising them that the \$2,500 necessary to repair the plant has been raised. There seems no reason why their proposition should not be readily met with, for within two hours after the intent of the company was known over half of the amount had been subscribed. They will operate with a monthly payroll of not less than \$8,000. This pottery company is one of the best known in the trade, and manufactures a line of dinner ware, toilet ware and specialties.

* * *

East Palestine, O.—Advices from the pottery district of Ohio tend to confirm the announcement that W. S. George Pottery Co., of this city, will not rebuild the plant destroyed last year. The other pottery plant of this company is now operating to full capacity and the firm recently took over the "No. 2" pottery at Cannonsburg, Pa., built by the Cannonsburg Pottery Co. This gives them a capacity of twenty-one kilns, fourteen in East Palestine and seven in Cannonsburg.

* * *

Chester, W. Va.—Residents of this place have again started to work raising the balance of a bonus of \$15,000 which is to be given the Taylor, Smith & Taylor Pottery company, to erect a 12-kiln pottery in Chester. W. L. Smith, who is at the head of this

company, and who is well known in Trenton, N. J., and Wheeling, W. Va., has had plans drawn for a new plant, and the erection of this pottery depends upon the successful outcome of the efforts of those now in charge of soliciting the balance of the bonus fund.

* * *

Joplin, Mo.—J. C. Young, of Clayton, Mo., has written to the Commercial Club relative to locating a stoneware and pottery plant near Joplin next spring. Mr. Young intends to obtain the clay from the banks near Weir City, Kan., but prefers to locate here on account of the excellent shipping facilities.

* * *

Zanesville, O.—The Zanesville Art Pottery Co., have plans out for the construction of a brick warehouse in order to facilitate shipments. The new addition to the plant will cost approximately \$15,000.

* * *

Colorado Springs, Colo.—The use of tailings from the smelting works in the vicinity of the Van Briggles Pottery has caused considerable comment. The idea of using the tailings is the introduction of silica into the body and the glaze from the same source and in the same form, at a very low cost. The other elements in the tailings, states E. de F. Curtis, of the Van Briggles Pottery, introduced during the process of treating the ore for the extraction of gold are peculiarly suited for their work, and help to make the texture of the glaze very fine.



Sectional view of china and housefurnishing department in Ludwig Baumann & Co.'s New York store

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
Amalgamated April, 1909.

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DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART
METAL AND ALLIED INDUSTRIES

T. A. CAWTHRA *Managing Editor*
PROF. CHARLES F. BINNS *Technical Editor*
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HELPING THE SALESMAN.

EVEN to-day, at a time when we pride ourselves upon our great commercial progression, there are those who belittle advertising with a sad shake of the head, and remark with effrontery that they employ salesmen and not advertising to sell their goods. Probably they are right. Probably they are satisfied to plod along continually with a small uncertain business known to the world in general only in as much as the salesmen can make it known. Probably they are content to run a business that is without backbone or reputation—for every business that is unknown is an uncertain quantity. If so—then they most certainly do not need to advertise.

Suppose we grant for a moment, however, that the concern employing scores of salesmen can get along without advertising. Suppose they they can sell all the goods they produce with salesmen alone. Isn't it, notwithstanding, the best part of discretion to help the salesmen in every way possible? Some years ago a certain salesman returned from a lengthy trip on the road and was given a rather severe "call" by the manager for not putting the goods into new territory. The goods were not advertised to the trade, and selling even to old customers was not the easiest of work.

After the talk was over the salesman asked the manager if he might sit in his chair a moment. He did so.

"Now," said he, "I'm a merchant and you're the salesman trying to sell our goods. Just approach me as you would a customer."

"Good morning, Mr. Blank," said the manager, now impersonating the salesman, "I represent the house of Blank."

"The h—l you do!" replied the chair-warmer, his feet crossed on the top of the desk and a cloud of smoke rolling up from a long cigar.

"Yes, and I have a splendid line that I know will interest you."

"The h—l you have!" came the reply, with not even an upward glance.

"You may not be familiar with the goods, but they are exceptional and I'd just like to open my sample case and show you."

"Get the h—l out of here with your samples!" And the salesman pointed to the door.

"Is that the way you're received on the road with our line?" asked the manager after the act was over.

"Exactly," said the salesman.

"Then, by heck, I'll *make* them take notice."

And he did, with an advertising campaign which has put the line into almost every city and town in the land.

Advertising not only sells goods direct, it helps the salesman at every turn of the road.

PERSONALITY is rated high among the qualifications necessary for business success. But what is it? John Jones gets business on the road—good business; his line is below the average, his house hasn't the best of reputations, his prices are often higher than seems necessary, but he gets the business. He has personality. No one else could take his samples and do half the business he does. Why?

Well, in the first place, John isn't afraid of any business man he meets. He has confidence in himself, and he approaches every customer with a feeling of equality. He shakes hands with assurance. He talks from the shoulder, he doesn't vascillate, in his conversation he brings up anything that will interest the other man, and carefully leaves out all references to himself. He gives the impression that he is a big, broad-gauge man. Gradually he gets a reputation for that trait. He is easy to approach, he is considerate to all.

Then again, he watches details. He mentions, casually, that he has the name of a man in his desk who might interest you in a business way; when he returns to the offices he sends you the name. He goes out of his way to do favors for you. A certain advertisement in a certain paper, he thinks, might help you in a certain way. He spends considerable time looking for the paper—but he gets it for you, a fact that you always remember.

Talks With Department Store Buyers

IF Coney Island didn't lay beyond the confines of Brooklyn, and if to reach Surf Avenue, it didn't necessitate a trip through its streets, three-quarters of Manhattan's population would still regard "The City of Churches" as the sole home of the rubber-plant and the baby carriage.

To appreciate Brooklyn properly it isn't necessary to cross the bridge, like the Tammany tiger did, for a short whiz through the tube lands you at the very heart of the business section. We took the whiz, and after a short walk down Fulton Street, a beautifully dressed window display of china and glassware caused us to halt. It was Abraham & Straus' big store, and naturally we were curious. Down in the basement we found the china and glassware department and a crockery salesman passing out informed us that Mr. O'Neil was the china buyer. We found him behind a big roll-top desk bending over some freight or stock statements a yard long. He was busy and didn't waste much time in explaining that his was an L. Straus & Co. department, and he didn't need to purchase abroad—because they had others to do it for him. All of which we knew. However, he soon warmed up to the conversation and we swapped tales of Phillie, where Mr. O'Neil resided for five years and incidentally looked after the crockery and glass department in the Snellenberg store. Our talk drifted around to the glass trade and the trend of popularity toward the floral cuttings, and Colonial designs in plain tableware. Mr. O'Neil was of the opinion that both were here to stay, and added that he had not experienced a better year for cut glass during the past ten, than 1912, and '13, as far as it went. We tried to dig down into "Pete's"—pardon us—Mr. O'Neil's business career and finally gleaned that he started with L. Straus & Co. thirty years ago, and has had inside, road and European buying and selling experience, went to Philadelphia for five years and then to Brooklyn, where he has remained and prospered, both he and the store.

Acknowledging unfamiliarity with his department a personally conducted tour of the floor was in order, Mr. O'Neil meanwhile stating that the call of the day seemed to be for the cheaper lines. The crockery, glass and lamp department in this immense establishment is fully as large, if not larger, than any other

in Greater New York, covering a space four hundred feet deep by about two hundred wide. The ware is arranged in sections, according to value and origin. The domestic glassware contains both cut and plain ware; rock crystal and fancy French glass being shown in large covered cases, as is also the case with the higher grade of porcelain and china. One remarkable exhibit, at this date, was a display of toilet sets, a feature seldom seen nowadays in crockery departments. This, Mr. O'Neil informed us, was to meet the demand from the Long Island summer cottagers and hotel keepers with whom they did a very large retail and wholesale business. Samples of about one hundred and fifty open stock dinnerware patterns are carried, as well as immense stocks of imported Japanese, German, English and French china. The clock section is also under Mr. O'Neil's management and shows the same careful selection which is characteristic of the other lines. The lamp department was a revelation and presented a most attractive appearance. It is well stocked with the better grade of lamps and bears out the general contention that the public is demanding and is ready to pay for decorative lamps of merit. Period design was much in evidence and added greatly to the tone of the department.

Our trip ended, we shook hands sadly as Mr. O'Neil stated he'd never had his photo taken, and, besides, guessed he, everybody in the crockery business knew him anyway. We told of the necessity of having one taken just for our Talk, but alas! modesty reigned supreme, and we were forced to go to press without his smiling countenance.

PARAGRAPHS FOR BUSY MEN

THE merchant who lets up on his business getting efforts while he waits to see what is going to be done to the tariff is the fellow who is going to find his business less when the tariff is changed.

If a traveling man insists upon using up your time in visiting, see that the talk is about business and that you get some ideas in exchange for your time.

Trade journals are not for proprietors alone. They are for the employees of the store as well and they will help the employees the sooner to become employers.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them



Royal Copenhagen Porcelain shown in New York

WHAT is probably the finest collection of porcelain and art faience ever shown in the local market is now on display at the showrooms of the Royal Copenhagen Porcelain Works, 16 West 33d street. The collection contains so many remarkable pieces that it is difficult indeed to describe it. In art faience the work of the Danish potter especially excels and the ware is distinct from anything in the market, each piece showing the carefully hand painted underglaze decorations that appeal to lovers of faience. The artists have not attempted to impress upon the ware the delicate designs and subdued colorings which are more appropriate to porcelain, and for that reason this art faience has been very successful. A wide range of rose jars, flower vases, etc., in this exceptional ware are shown in the new line. One of the characteristic features of the display is the exceedingly natural modeling and colorings of the figure ware. Animals especially are most realistic, the artists preserving the finest detail of expression in the finished ware. For summer cottage furnishing they have brought out some exceptional dinnerware patterns, some in a "rose" decoration and others in conventional blue underglaze designs. A particular feature of this ware is the high glaze carried and which will not craze. The Royal Copenhagen factory was established in 1779 and among the first patterns produced was the Blue Fluted porcelain. It immediately gained favor and has been made ever since. In order to give the individual character to the ware the artists are permitted to select their own motives in the gardens and zoological parks, and work in their own way. The specialty of the factory is painting under the glaze on the bisque. The painted porcelain is then fired at a very high temperature, a condition which considerably limits the number of colors available. Many of the pieces are unique, and only one piece is made bearing the artists signature and these are never duplicated.

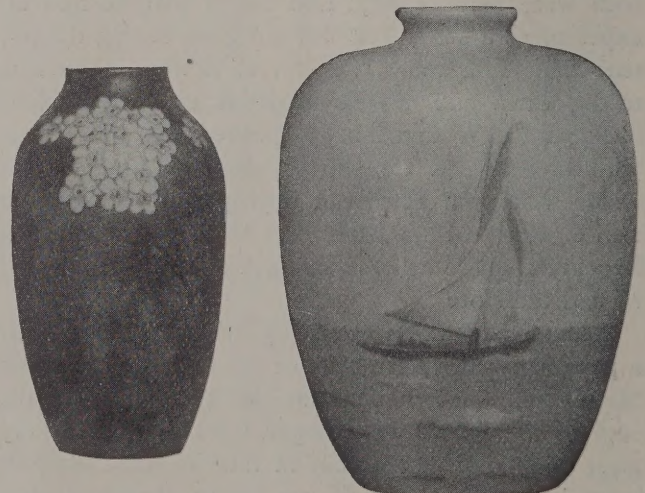
The crystal glaze, serpent skin, tiger eye, and crackled glaze show effects which heretofore have been unknown in porcelain. Buyers in the market desiring the exceptional things in china should not fail to see this display.

* * *

A line of hand decorated gold stemware has been added to the Beaver Valley lines displayed at the salesroom of Frederick Skelton, 71 Murray Street. The gold treatment is exceptionally fine and consists of a broad band of gold over deep plate lace etching, with thin top and bottom rim bands. The decoration adds greatly to the attractiveness of the line, the shapes and quality of which have heretofore made it a strong seller.

* * *

The "Mexican Daisy" is the principal motif on a general line of engraved glassware recently sent by the Central Glass Works to A. P. Doctor, 66 West Broadway, their New York representative. The ware is an engraved one and is in keeping with the trend of glass manufacturers toward floral designs. An-



Hand decorated vases of Royal Copenhagen Porcelain

other pleasing pattern recently placed on display has a drop curtain treatment. A line of lightweight and comparatively thin pressed tumblers, celeries, cheese covers, etc., had also augmented the local display of this company.

* * *

The Fielding-Behrend Co., 524 Broadway, expect to place on display about March 15 the full line of cut glass samples of the Empire Cut Glass Co., Flemington, N. J. The exhibit will include an entirely new cutting shown for the first time, as well as their many other popular patterns.

* * *

The local display of the "Flemish," a colonial pattern recently placed on the market by the Fostoria Glass Company, has been considerably increased during the past week by the addition of a number of vases and bowls. Of particular interest are an eleven-inch handled flower or fruit basket, rose and bud vases, and combination fruit and punch bowls. The crystal clearness and brilliancy of the ware is one of its chief attractions. They are also showing a line of pressed and blown table centres with glass chains, that should enjoy a strong demand now that the table centre is again coming into vogue throughout the country.

* * *

The wheel engraved rock crystal and sculptured glassware lines of John N. Illig, are now being shown in New York by E. L. Bates, 65 West Broadway. Mr. Bates has taken a room adjoining that of the Buffalo Pottery and fitted it up so as to give the Illig, and also the McKenna Cut Glass line, which he also represents, the best possible display. Some excellent specimens of wheel engraved ware, such as whiskey sets, night sets, etc., are worthy of every buyer's attention.

* * *

The quaintness and distinctiveness of Villeroy & Boch's Mettlach ware, with its many unusual things in useful as well as decorative articles, make the showrooms of E. R. Thieler, 66 Park place, a most attractive place to visit. Mettlach inlaid stoneware is unlike anything else shown in the American market, with its wonderful designs in underglaze colors.

* * *

The "Plymouth," a floral cutting, and the "Berkwick," a combination mitre and star cutting, are the two latest designs in rich cut glass shown at the New York showrooms of the Pairpont Corporation. Both patterns are in keeping with the high standard set by this concern in all their lines.

* * *

If the side lines in your store are not selling as they ought to sell, perhaps you have failed to develop sufficient interest in them on the part of the salespeople.

The Buyers and Sellers

Business and Personal Items About Prominent People in the Different Branches of the Trade

JOHN H. LING, foreign buyer of china and glassware for the New York store of Gimbel Bros., sails on his annual inspection of the European markets aboard the *s. s. Amerika*, Saturday, March 15. He will join L. Schoenthal, in charge of the Philadelphia department, abroad.

P. C. Wyckoff, formerly with Hamilton & Clarke, Pittsburgh, Pa., has succeeded G. Minard as assistant to John H. Harris, the china, glass and lamp buyer for the Greenhut, Siegel Cooper Company.

W. H. Dunn, the New York selling agent, is at present in Pittsburgh, Pa., conferring with his associates relative to taking over the pottery properties upon which he has options, and perfecting the organization.

Miss Renton, formerly with the McCreery Stores, New York, is now with Stern Bros., in charge of the china department as assistant to Mrs. Levine. The latter expects to visit the European markets in the near future.

T. Attridge, manager and buyer for the lamp department of Gimbel Bros., New York, expects to sail March 29 on the *s. s. Carmania* for England, France and Germany in the interests of his department. He will be abroad about six weeks.

J. H. Venon, the New York importer, will sail for Europe about May 15 on his annual summer trip.

G. L. Hooley is now buying china, glass and lamps for Lebeck Bros., Nashville, Tenn.

Alfred Stahel, Jr., San Diego, Cal., left his home late in March on an extended business and pleasure trip that will take him into the crockery and glassware districts of Toledo, East Liverpool, Trenton, Pittsburgh, Chicago and New York. At the last named centre he will look over the lines of French, German and English china and dinnerware. He also expects to visit Meriden and Bridgeport, Conn. Taken altogether he will make thirty-eight cities.

Thomas B. Cannon, formerly in charge of Gimbel Bros. basement department, is now in charge of the china and glassware department of the Fourteenth Street Store, New York City.

J. R. Irwin is in Europe at the present time buying

fall goods for the china and glassware departments of the Emery, Bird, Thayer Dry Goods Co., Kansas City, Mo. He sailed from New York February 20.

Among the Canadian crockery buyers now abroad are A. J. Tourangeau, manager of the china and art goods department for Henry Morgan & Co., Ltd., Montreal; J. L. Bradshaw, Strafford, Ont., and L. D. Merrick, Berlin, Ont.; Mr. Tourangeau sailed on the *Kaiserin Auguste Victoria* and Messrs. Bradshaw and Merrick aboard the *s. s. George Washington*.

A. C. Hoagland is now buying china, glass and housefurnishings for S. P. Dunham & Co., Trenton, N. J. He was formerly with Reid & Hughes Dry Goods Co., Waterbury, Conn., in a similar capacity.

Manning, Bowman & Co., the New York office of which has for years been located at 25 West Broadway, have leased spacious quarters in the Fifth Avenue Building, and expect to move uptown in the near future. The new offices will be located on the second floor on the Twenty-fourth street side of the building and will be most attractively fitted up.

Mr. and Mrs. A. M. Maddock, of Thos. Maddock Sons' Co., Trenton, N. J., arrived home last month from an extended trip abroad which embraced visits to Germany and France.

Max Herbert, of the United Cut Glass Co., sailed last month in order to attend the semi-annual Leipzig Fair, where he will show his sample lines.

Julius Hertzberg, with S. Kann & Sons Co., Washington, D. C., sailed last month contemplating spending two weeks looking over the lines on display at the Leipzig Fair, after which he will visit the various European markets.

Edward A. Crawford has been appointed general superintendent of the Smith-Phillips China Company of East Liverpool, and he in turn has appointed Charles W. Bowman, general manager of the clay department. Mr. Crawford was formerly a salesman for this company, and left the road to assume the management of the decorating department of the pottery. He has just been placed in entire charge of this plant, which position was formerly filled by Will Griggs, who left the firm to take the management of the Anchor pottery in Trenton, N. J.

S. L. Parker, sales manager of the Fulper Pottery Company, Flemington, N. J., is on his annual north-western and western selling trip. Mr. Parker stopped off at Chicago for about ten days attending the Clay Products exposition and then resumed his trip.

INTERNATIONAL ASPECT OF LEIPZIG FAIR

WITH the departure of the many retail buyers and importers on a visit to the European markets few give mention of the fact that they will take in the Leipzig Fair, now being held in that city. These fairs, held semi-annually, were formerly simply retail affairs, but of late years have changed considerably and at the present time are considered an International institution and one of the most remarkable and important wholesale sample exhibitions in the world. The Leipzig Fairs, at the present time, represent about six hundred and fifty branches of trade, of which the ceramic, glass, metal and fancy goods branches are of particular importance. A visit to the fair should prove a great advantage to the foreign buyer for he is able to see the lines of the different manufacturers at a glance, and is thus enabled to save both expense and time visiting the various, and at times distant plants, as each line of goods is assembled in a few buildings in close proximity to one another. Only the best goods are now exhibited at these fairs, an added advantage to the buyer seeking the latest novelties in high grade china, glass and housefurnishings. Nearly 4,000 manufacturers have shown their samples at the fairs annually for the past five years, and in order of their importance belonged to the following countries: The German Empire, Austria-Hungary, France, Holland, Switzerland, Great Britain, Belgium, Italy, Denmark, Russia, Sweden, Norway, United States, and Asia.

Law for the Buyer and Seller

(Continued from page 11)

it. "Oh, that'll be all right," said reassuringly by a party to a contract, has lulled many another party into a false security which has later exploded and left him high and dry.

Not long ago a merchant signed a long-term and very expensive lease on a store property. He claimed later that at the time he signed it the landlord agreed to do the repairing, although the landlord, I believe denied this. At any rate, the lease contained no such provision, and when the tenant called on the landlord to make good his verbal promise, the latter laid down and pointed to the lease. The case got into court, and the tenant was prevented from testifying to the verbal agreement, because there was no evidence that he signed the lease on the strength of it, and moreover, its effect would have been to contradict and vary the written contract. So the tenant had to make his own repairs, which in this particular case ran into about \$300. Had he thought to say "put it in the lease," he would have been in pocket that much, provided he was right in saying the landlord agreed to it.—*Copyright, October 1912, by Elton J. Buckley.*

Dealers everywhere read POTTERY AND GLASS.

Lamps, Lighting Fixtures, Shades and Art Metal

WITH the prevailing vogue for artistic interior decorations the importance of having harmonizing lamps and lighting fixtures has asserted itself. Many of the manufacturers were slow to realize the possibilities offered in this unlimited field, as there was no reason why accurate period designs could not be produced. The strong demand for lamps of quality has induced most American manufacturers to pay more attention to their designs and as a result the patterns of to-day are meeting with a ready sale. Most of the large department stores throughout the country endeavor to cater to all classes of trade, and buyers have found that the better class want period reproductions that will fit in with the other interior surroundings. The demand at present is exceptionally strong for the English styles, although the French classic periods still remain in good demand. The furniture trade shows that interiors of Chinese Chippendale, Jacobean, Elizabethan and Colonial are in vogue and lamps in the styles of these periods in wood and silk or metal and art glass are seen in nearly all the stores. In speaking of the recent activity of American manufacturers along these lines, one of the largest buyers of lamps in the metropolis, stated: "I have noticed a great im-

provement in the lines of our home manufacturers since the appearance of the many articles in POTTERY AND GLASS advocating an improvement in decorative lamps. This is extremely encouraging to the many interested buyers, and I am sure the public will appreciate the fact too." The lamp trade has enjoyed a healthy demand so far this year and the great lamp sales of the various department stores have all been liberally patronized, the retailers in many instances being forced to restock their depleted stocks time and again before the culmination of the sale. This general cleaning out should promote an active market for the wideawake manufacturer.

* * *

While on the subject of period reproductions, the line of the George C. Lynch Company is worthy of comment. With the definite object of reproducing accurately the best examples of the old masters, be it a small boudoir portable or the stately hand carved and gilded floor lamp of the classical French periods, they have rapidly advanced until to-day they are showing one of the strongest lines to be seen in the local market. The modern style of decoration especially as it relates to summer furnishings is cared for with a line of willow portables, many of the shades being lined with attractive cretonnes; the line is ex-



Examples of Japanese lacquered, boudoir and early English portables in the line of the George C. Lynch Company

ceptionally strong in boudoir lamps, a small hand painted and enameled portable with dainty silk shade decorated to match, illustrated herewith, is exceedingly attractive and can be decorated to carry out any scheme of decoration desired. For the Chippendale room they offer a line of portables the shade of which is reproduced from an antique Japanese block and which shows all the rich colorings of the old Japanese prints. These are mounted on a black lacquered standard which is beautifully decorated in gold. The English periods are represented with hand carved oak standards and dark toned silk shades all harmonizing perfectly with the interiors of this nature now enjoying such popularity. This company is now devoting all its energies toward the manufacture of high grade lamps, and have given up their previous brass and metal, and furniture lines.

* * *

The complete import samples of A. L. Tuska Son & Co., New York, are now open for the inspection of the trade at their showrooms in East Sixteenth Street, the lighting end of the line, as usual, contains many interesting novelties from the Far East, such as hand carved black wood portable stands, with silk lined bamboo wicker shades to match, and a line of "Kochi" portable bases, a semi-porcelain vase in green and yellow finish, with shades in wide assortment to match. Both the wood and pottery bases are fitted for electric lighting.

* * *

The Crown Novelty Company recently opened up

a number of new gas and electric portables in gold plated lace overlay on panels of sunset hued art glass which they offer at exceptional prices. Their line also includes verde, silver and brass finished goods.

* * *

The Fulper Pottery Company, of Flemington, N. J., originators of "Vase-Kraft" lamps, are showing an unusually strong line of these distinctive portables this season. The line was exhibited at the Clay Products show at Chicago and the individuality of the collection was one of the features of the show.

The new 1913 Vase-Kraft line consists of hall lights, domes, solarium lights, indirect lights, oil lamps, gas lamps and various assortments of wall luminaries, such as twin lights, single lights, gargoyles and an assortment of new pottery.

Don't wait until spring to devise ways and schemes for getting the spring business. Keep planning always a season ahead.

Valuable as the reading columns of a trade paper are, I believe that the man who can read them intelligently will find the advertising columns more valuable.

Comfortable stores make comfortable customers. Comfortable customers make larger purchases.

The salesman who can cultivate a high degree of patience and tact ought not to have any trouble in getting into the Hundred Point class.

The man who thinks that he cannot improve upon his methods of doing business certainly will not improve upon them, though he no doubt could.



Group of "Vase-Kraft" pottery, lamps and lighting fixtures, from the Fulper Pottery Company's new line.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



WHILE the imports of the Island of Rhodes suffered considerably on account of the Turko-Italian War, the following list compiled during five months of Italian occupation shows the importance of the Rhodes commerce.

The imports of porcelain and earthenware articles were from Belgium, Germany, and Italy. The earthenware goods and the amounts brought in are approximately as follows: Large plates, 72,000; small plates, 12,000; coffee cups, no saucers, 72,000; coffee cups with saucers, 24,000; teacups with saucers, 6,000; china plates numbering 12,000, and china coffee cups to the amount of 1,200 are also imported. Water and wine glasses, lamp reservoirs, colored and opal, lamp glasses and shades, night lamps for mosques, and jam pots and water pipe bowls, all of glass, are imported to an increasing extent from Constantinople.

Great Britain will occupy a prominent position at the Great International Exhibition, to be held at Ghent this year. The British pavilion will stand on the left of the Court of Honor and will have an area of 161,000 square feet. Seventy thousand square feet will be given over to the display of arts and crafts and pottery manufactures.

Conditions in the glass industry were normal during 1911 in the Sorau, Germany, consular district. Although sufficient orders were received to enable the works to operate at about 80 per cent. of their full capacity still the prices obtained were so low, in face of the sharp Belgium and Bohemian competition, that with few exceptions scarcely more than 5 per cent. was realized upon the invested capital. Owing to the difficulty in securing a sufficient number of helpers many of the works have been obliged to curtail their production. In the hope of overcoming this shortage of labor the Government has recently been petitioned to permit the employment of Galician Poles in the glass works during the summer months.

The porcelain industry on the whole enjoyed an excellent year. Orders were plentiful and the prices

received satisfactory, being better than for several years past. As far as America is concerned the trade has failed to reach the same high mark which it had attained prior to the crisis of 1908, and it is exceedingly doubtful whether the future will bring about any betterment. Although real porcelain is at present manufactured in very limited quantities in the United States, the American-made earthenware has become a successful competitor of German products. In 1907 porcelain to the extent of \$39,000 was exported to the United States, whereas in the past year but \$10,847 worth was shipped.

Exports to the United States invoiced through the American consular offices in Sweden were valued at \$8,887,641 in 1910, and \$9,357,534 in 1911. Of this vast trade china and glassware figured to the extent of \$15,237 worth in 1910 and an increase to \$22,066 in 1911.

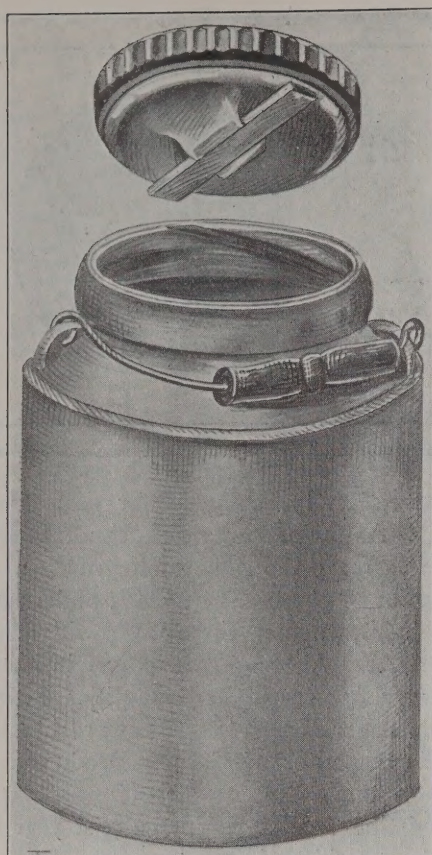
The import and sale of American cut glass was increased considerably in Germany during 1911, states an American manufacturer who has built up a large import business of American glass during the past twenty years in Germany.

Pressed glass is being gradually crowded out of the German market. German pressed glassware has improved remarkably in style and finish and is besides much lower in price than the American article.

For the present there seems to be no letting up in the demand for rich cut ware, but it is difficult to say how long this may last before the taste changes to decorated instead of cut. Besides the American cut glass there are very good German makes, and, of course, the leading French and Belgian products in the market.

The German market was flooded at times during 1911 with cheap American cut glass, but dealers encourage the trade in higher grades. There is no business to be done in American china and pottery of any kind in Germany.

The careless packing and resulting breakage of American glass tends to make prices higher.



VACUUM DEVICE FOR FOOD CONTAINERS

WHILE talk of the paper milk bottle and other sanitary devices is rife, a remarkable advance in manufacture of sanitary milk and food containers has been placed on the market by the Bloom Vacuum Spring Receptacle Closure Co., Inc., who are manufacturing patented vacuum containers in glass, metal and earthenware. While the milk bottle has come in for particular attention, this patent top can be affixed to a wide variety of containers such as artistic exhibition jars, in which all the freshness, color and form of the most delicate fruits and flowers is retained indefinitely; crocks, bottles and vases. The invention is simplicity itself and is achieved by securing a spring element to the bottom of the cover, which, when the cover is in place, causes the spring to engage the internal screw thread in the mouth of the jar. The rotation of the cover then forces the ends of the spring downward, following the thread, thereby flexing the spring, which pulls the cover down more tightly. The pressure of the cover on the jar is regulated by the distance which it is turned.

The spring is made of lacquered bamboo, which is not corroded or acted upon by the material within the jar.

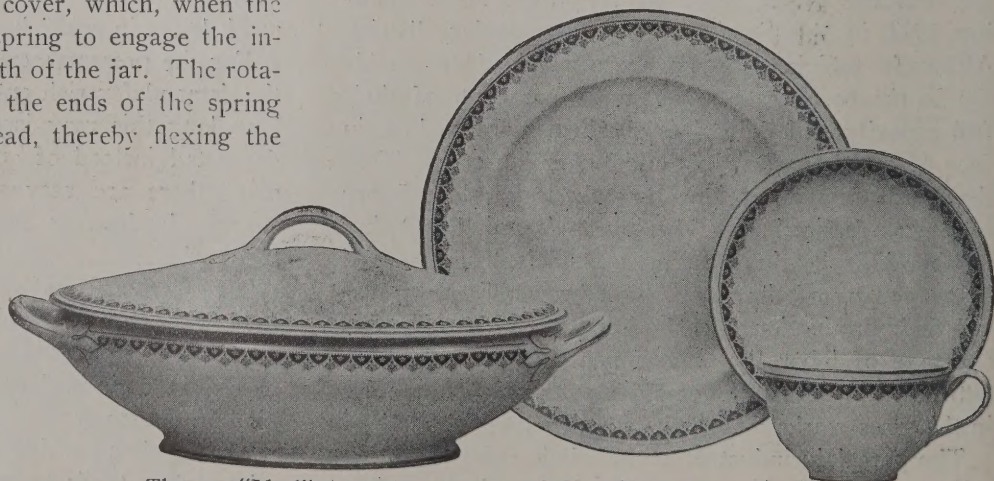
OHIO POTTERIES IN BIG SYNDICATE

ONE of the largest pottery deals in years is now nearing a successful culmination due to the efforts of W. H. Dunn, of New York, and Thomas Watson, the corporation lawyer, of Pittsburgh, Pa. Mr. Dunn stated last week before going to Pittsburgh that he had the options on twelve of the leading stoneware plants in Southwestern Ohio, and it was now up to the Pittsburgh capitalists to close the deal. He has every expectation that the merger will be successfully made and stated that the various potteries would continue operations as they are for several months, while the organization was being completed. The potteries upon which the options have been secured are the Zanesville Stoneware Co. and Ohio Pottery Co., of Zanesville; Ransbottom Brothers and Neilson, McCoy Co., of Roseville, Star Stoneware Co., two plants; A. E. Hull Co., two plants; Burley & Winters, three plants; Keystone Company, Globe and Crooksville Pottery Co., Crooksville, the Stine Pottery Co., White Cottage.

MERCHANTS WAR ON FAKE ADVERTISERS

"There is great need of giving a broader scope to this law as proposed by Mr. Eisner, as under the present provisions the practice of misleading advertisements by signs, placards, etc., in windows is general," writes the Merchants' Association of N. Y., in accordance with the action taken by the Executive Committee of The Merchants' Association in favor of the bill introduced in the Legislature by Assemblyman Eisner, extending the provisions of the penal law in relation to untrue and misleading advertisements to Assemblyman P. J. McGrath, Chairman of the Codes Committee, before which the bill is pending:

"Several firms of little responsibility and with dishonest purpose habitually use this means of defrauding the public by false statements as to the origin and character of the goods offered by them. The goods are generally of inferior quality, and purchasers are induced to buy in the belief, created by the statements



The new "Ideal" shape shown by the D. E. McNicol Pottery Company

contained upon posters, that they are securing bargains. The statements are generally to the effect that the goods are offered at assignor's sale, underwriter's sale, or closing out sale, which statements are almost always untrue.

"Serious injury is inflicted upon legitimate merchants by the diversion of their trade incident to this unscrupulous competition and fraudulent deception upon the public. This Association has recently had complaint of a number of instances of this sort. The practices of those who resort to such methods are universally condemned by honorable business men, and by that part of the public which is aware of the deception.

"We earnestly hope, therefore, that this bill may become law."

BIG DEPARTMENT STORES TO UNITE

THE announcement that the Fourteenth Street Store, New York, had consolidated with its neighbor, Rothenberg & Co., was made last week. In a few months the joint enterprise will be in operation under the roof of the present Fourteenth Street Store, probably as the Fourteenth Street Store-Rothenberg Company, although the name has not yet been definitely decided upon. The Rothenberg store will be taken over by Henry Siegel, Frank E. Vogel, and Max Pam. The stores, therefore, in which Henry Siegel is now interested, include Simpson Crawford, the Fourteenth Street Store, Rothenberg & Co., Henry Siegel & Co., in Boston, and the Chicago Siegel-Cooper Company. Leo Price, President of Rothenberg & Co., and a member of the firm of Price & Rosenbaum, Brooklyn, will become general manager of the new joint store, will have entire control of its management, and will retain an interest in the business.

POTTERY FOUND IN LOST CITY OF THARSIS

IMPORTANT discoveries which support the evidence collected by the late Joaquin Costa, that Seville, Spain, stands on the site of the lost city of Tharsis, have been made by two English excavators, Bernard and Ellen M. Wishaw.

The discoveries, made during excavations at a cliff known as Cuesta del Rosario, include the capital of a large column, dating from a period far earlier than is commonly accepted for the foundation of Seville by Julius Caesar; a mosaic floor of Roman design, dating from Visigothic times; below this a second floor of Roman mosaic with a fragment of a Roman inscription of Julius Caesar's time, and below this another floor of mosaic, composed of black and white marble and cubes of hard red pottery, worked into a complicated design which included the well-known Greek key pattern.

Beneath the third mosaic were found walls, built of brick, evidently the outer part of an edifice, extend-

ing beneath the cliff, showing the latter to be an artificial mound, formed by building tier upon tier of houses on the debris beneath.

Going lower, the excavators found a fourth and a fifth floor, the latter being composed of hormigon.

The soil beneath the two floors contained fragments of Samian and Etruscan pottery, also pottery of Iberian or Tartessian origin.

From the fifth floor downward were found relics of the bronze age, including fragments of pottery, petrified horns and bones.

W A N T E D

Advertisements in this department, five cents a word. Minimum charge one dollar.

Pottery and Glass, 395 Fourth Avenue, New York.

WANTED:—Local representatives for Pottery and Glass. If you are in any way connected with the pottery and glass trade or any business which brings you into contact with buyers, salesmen, stock clerks, designers, manufacturers connected with this field; pottery, glass lamps, art metal and other accessories; you will have many opportunities of calling attention to this publication. Pottery and Glass is just what they all want. You will find that you can easily add a substantial amount to your income by congenial work that will not interfere with your present duties. For particulars, address Pottery and Glass, 395 Fourth Avenue, New York.

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100 Chamber Filter Press

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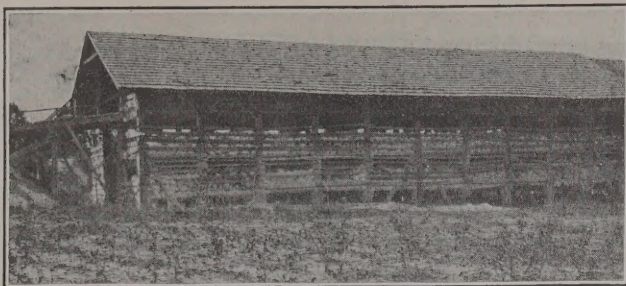
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This is one of the many original and popular designs created in our studio and finished in a rich red brown color of the historic Aztec, with a green deposit as of nature's touch through countless decades of exposure.

Ask for catalogue of "Moss Aztec Ware."

THE PETERS & REED POTTERY CO

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Sedimentary Kaolin Drying Shed—South Carolina

Good Pottery Plant Sites

Every raw material used in the manufacture of pottery products is obtainable in the Southeastern States.

The close proximity of these materials to one another and nearness to abundant **cheap coal** deposits and **low priced power**, combined with **ample labor** supply and progressive **home markets**, make this a section offering unusual inducements to pottery manufacturers.

Ample Raw Materials

In the states of Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Kentucky there are extensive beds of pottery and porcelain clays and kaolins. In each of these states, many if not all the materials—ball, stoneware, slip and sagger clays, kaolin, feldspar and silica—are found in abundant quantity and are of superior quality.

Fuel, Power and Labor Supply

The average price per ton at the mine for **coal** in five leading Southern states is \$1.14, with a minimum of less than one dollar in several sections. **Natural gas** in Alabama offers another source of cheap fuel.

Over 700,000 horse power has already been developed from Southern streams and about 3,000,000 is still available for development.

Adequate **labor** is obtainable in all sections of the South at a mutually favorable wage scale.

Markets and Transportation

The **home markets** alone would consume the output of a great many local plants. The fine **transportation facilities** to large consuming centers, combined with the low production costs of the South, make this section a most advantageous pottery plant location.

Send for the clay booklet on the Southeast and ask for any further information.

M. V. Richards, Land and Industrial Agent

Room 365

SOUTHERN RY. Washington, D. C.

Increase YOUR Business



1039 Jap Bronze Dec. 105

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Pilabrasgo Portables are mighty salable and mighty

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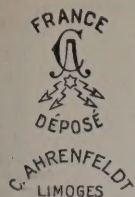


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A decidedly new departure in the glass line.

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For 1913



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Do you realize the advantage of price and profit there is in handling unusual things? Come in—we can interest you.

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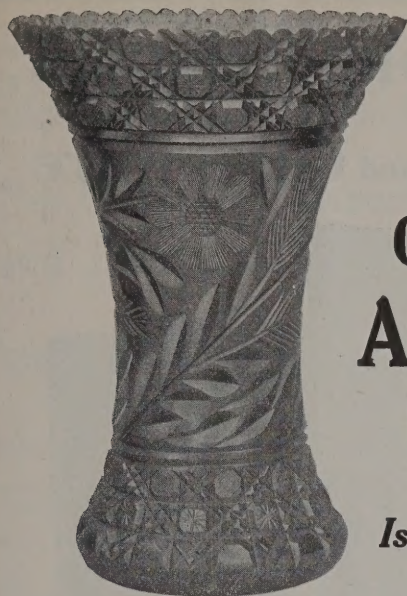
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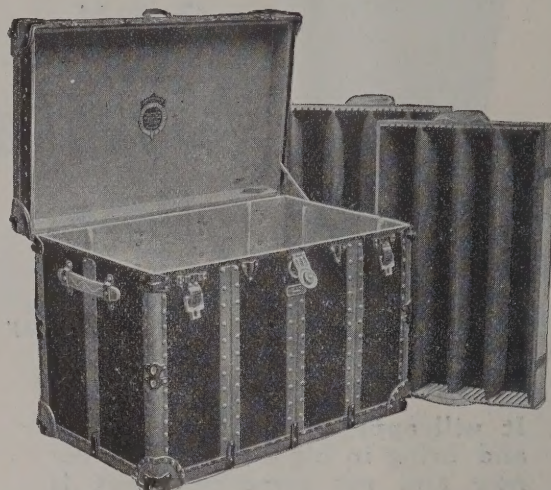
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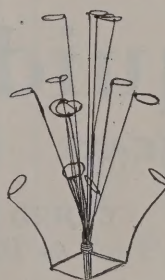
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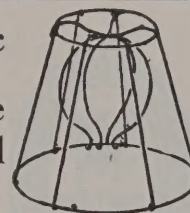
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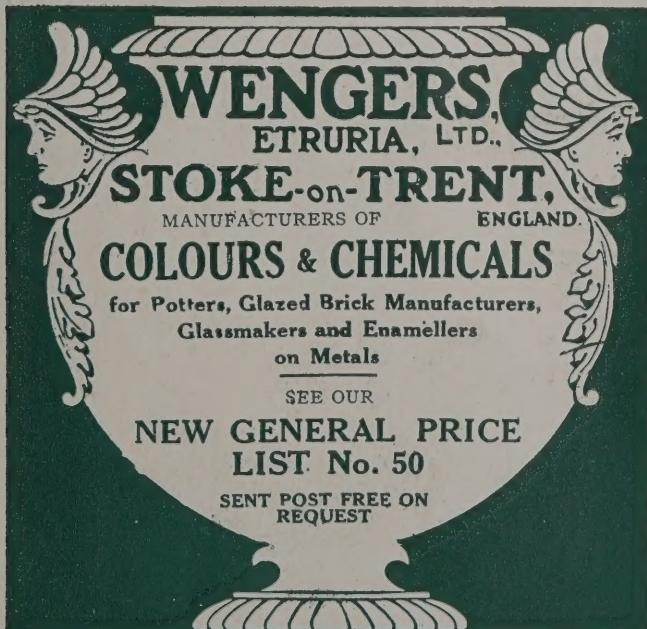
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